

Healthy People Lincoln County 2011:

**A Partnership Plan
to Improve the Health
of the residents of
Lincoln County**



The following document is the community health plan for Lincoln County for 2006-2011. The development of this plan is a process that is done by Lincoln County Health Department and community partners every five years. The ultimate goal of this plan is to improve upon the health of the citizens of Lincoln County.

Creating healthy communities and strong local public health systems requires a high level of mutual understanding and collaboration with community individuals and partner groups. This health plan is being presented to Lincoln County residents so that we can work together to make our community a healthier and safer place to live. It is with the help of you and others who will read and discuss the plan and assist with the strategies that we will assure a healthy community. We invite you to be involved with this project by giving us a call at Lincoln County Health Department at (715) 536-0307.

A special thanks to the community partners that have spent numerous hours the earlier part of this year developing this plan. Their involvement has been most valuable in helping us to identify the health priorities for our community. I want to thank you for taking the time to read this plan, to learn more about how you can actively participate in helping to assure a healthy community for yourself, your family and the members of our community.

Sincerely,



Shelley Hersil, CHES, Director/Health Officer
Lincoln County Health Department

Lincoln County

Community Health Improvement Process Steering Committee

Jennifer Black
Ministry Medical Group - Tomahawk

Tammi Boers*
Lincoln County Health Department

Marlene Dinges
Aspirus Medical Clinic-Merrill

Bill Erickson*
Sacred Heart Hospital

Laurie Frank
Lincoln County Board of Health

Michelle Grimm*
Lincoln County Health Department

Brigid Gryskiewicz*
Lincoln County Health Department

Mike Hammer
Good Samaritan Health Center

Brenda Herdt
Aspirus Medical Clinic - Merrill

Brenda Herrell
UW-Extension-Lincoln County

Shelley Hersil*
Lincoln County Health Department

Marilyn Hodgson
Marshfield Clinic Merrill Center

Brenda Jahnke*
UW-Extension-Lincoln County

Bob Lee
City of Tomahawk

Paul Klippel
Merrill Area Public Schools

Jim Lawrence*
WI Division of Public Health, N. Region

Angela Nimsgern*
WI Division of Public Health, N. Region

Margaret Parsons*
Lincoln Health Care Center

Kathy Paulson
Ministry Medical Group - Tomahawk

Mike Soucy
Lincoln County Sheriff's Department

Doug Williams
City of Merrill

Donna Winker*
Lincoln County Commission on Aging

Lynn Zentner*
Merrill Area United Way

A thank you to our plan's drafting team, which consists of the following members as well as those asterisked above (*).

Denise Klade
Good Samaritan Health Center

Mary Premeau
Good Samaritan Health Center

Karina Reilly
Sacred Heart Hospital

Bev Dietz
Good Samaritan Health Center

The Process: How did we get here?

In the fall of 2005, the Lincoln County Community Health Improvement Plan (CHIP) process began by developing and distributing a Community Health Opinion Survey. Over six hundred community members gave their input on what health issues affect people who live in Lincoln County based on the State of Wisconsin Health Priorities and National Health Objectives.

See Appendix A for a copy of the survey and the summary of the results.

In March of 2006, the CHIP Steering Committee was formed with twenty-three members consisting of a broad array of community stakeholders. Their purpose was to review the opinion survey results and local and state health data in relationship to the State of Wisconsin Health Priorities and National Health Objectives for 2010. As a result of reviewing the data, community strengths and resources were identified.

Based on preliminary prioritization, the results of the survey, data, and current efforts in the county, the CHIP Steering Committee identified the following health priorities and areas of focus:

Intentional and Non-intentional injuries, focusing on:

- Falls Among Older Adults
- Child Safety
- Suicide Prevention and Awareness

Obesity, Inadequate Physical Activity and Adequate and Appropriate Nutrition, focusing on:

- Healthy Lifestyles

Alcohol and Other Substance Use and Addiction (AODA), focusing on:

- Adult Alcohol and Other Drug Use and Abuse
- Youth Alcohol and Other Drug Use and Abuse

Special Note:**Social and Economic Factors:**

The CHIP Steering Committee recognized the importance of the Wisconsin Health Priority: Social and Economic Factors that Influence Health during the prioritization process. All interventions in this plan for the above health priorities are designed to reflect and address the diverse socioeconomic groups and populations in Lincoln County.

The Process: What's Next?

This Community Health Improvement Plan is a partnership among individuals, families and organizations dedicated to improving the health of the Lincoln County community. Three implementation teams consisting of at least one CHIP Steering Committee member will meet periodically to make progress with the goals and objectives for each health priority listed above.

The CHIP Steering Committee, now named **Healthy People Lincoln County**, will meet three times a year to review the progress of the implementation teams quarterly for the next five years. Annual report cards will be shared with the Lincoln County Board of Health, our partners and the community.

Individuals and Families

Refer to pages 12, 17, and 23 on how you can make a difference in improving your health and your family's health.

Community worksites and organizations

We invite you and your organization to actively support Healthy People Lincoln County's Community Health Improvement Plan. The following are ways to get involved:

- Share the plan with fellow employees
- Have the health plan presented at a staff or organizational meeting
- Volunteer staff or your members to participate on one of the implementation teams
- Partner on future community initiatives that promote injury prevention, physical activity, proper nutrition, and responsible use of alcohol.

For more information:

Shelley Hersil, Director/Health Officer
Lincoln County Health Department
607 N. Sales Street, Merrill
(715) 536-0307
shersil@co.lincoln.wi.us

Below are a few potential partners identified during the CHIPS process:

American Heart Association	Marshfield Clinic
Aspirus Medical Clinic	Merrill Area Healthy Lifestyle Network
AODA treatment providers	Merrill Area Public Schools
Business and industry	Merrill Area United Way
Car dealerships	Merrill Chamber of Commerce
City of Merrill and Tomahawk	Merrill Park and Recreation Department
Civic organizations	Merrill School District
Day care providers	Merrill Senior Center
Faith community	Ministry Medical Group - Tomahawk
Fire departments	Pharmacies
Food service establishments	Physical therapy providers
Good Samaritan Health Center	Public and private schools
Health care providers	Recreational sports leagues
Insurance companies	Sacred Heart Hospital
Law enforcement	Student councils
Lincoln County Commission on Aging	Tavern League
Lincoln County Drug Free Coalition	Tomahawk Chamber of Commerce
Lincoln County Health Care Center	Tomahawk Park and Recreation Department
Lincoln County Health Department	Tomahawk School District
Lincoln County Housing Authority	Tomahawk Senior Center
Lincoln County Probation and Parole	Wisconsin Department of Health and Family
Lincoln County Sheriff's Department	Services- Divisions of Public Health and
Lincoln County UW-Extension	Supportive Living
Liqueur stores, alcohol distributors and	Wisconsin Department of Transportation
servers	Wisconsin Department of Natural Resources

Health Priority: Intentional and Unintentional Injuries and Violence

Background: Injuries are the third leading cause of death in the U.S., and are the 4th highest category of death by underlying cause in Wisconsin following cancer, circulatory, and respiratory systems. This includes intentional injuries (violent injuries including suicide, homicides, and assaults) and unintentional injuries (falls, poisonings, burns, drownings, and motor vehicle crashes).

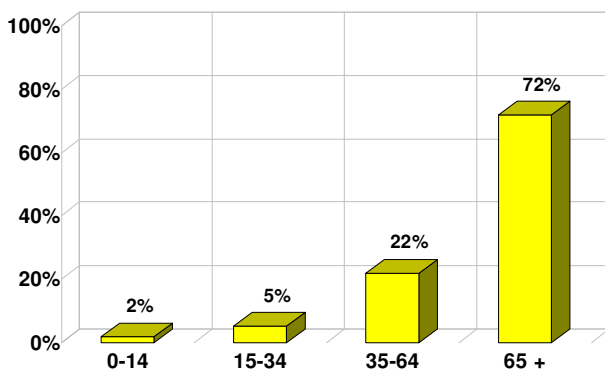
There is a lack of specific injury data, especially for unintentional injury in children and youth.

What is known for Lincoln County is the following:

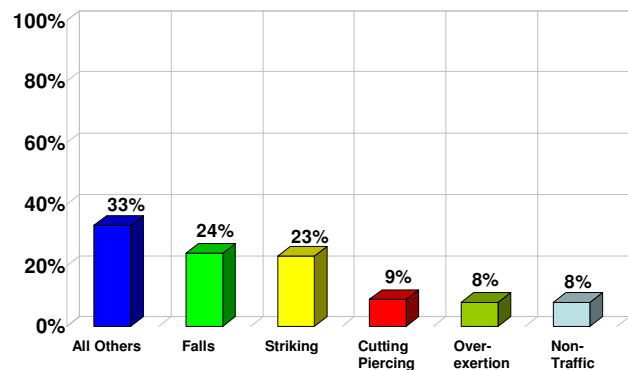
Falls Among Older Lincoln County Residents:

- During 2000-2004, 72% of all hospitalizations due to falls were to residents age 65 years and older.
- During 2000-2004, 81% of all hospitalizations due to falls were to residents age 55 and older.

2000-2004 Lincoln County Percentage of Injury Hospitalization Due to Falls by Age Group
Wisconsin Interactive Statistics on Health



2000-2004 Lincoln County 0-17 Years of Age Percentage of Injury Emergency Department Visits



Child Safety in Lincoln County:

- During 2000-2004, 56% of all hospitalizations due to non-traffic pedal cyclist injuries were to children 0 to 14 years of age.
- During 2000-2004, 26% of all hospitalizations due to poisonings were to children 0 to 17 years of age.
- During 2000-2004, 10% of all hospitalizations due to motor vehicle traffic crashes were to children 0 to 17 years of age.

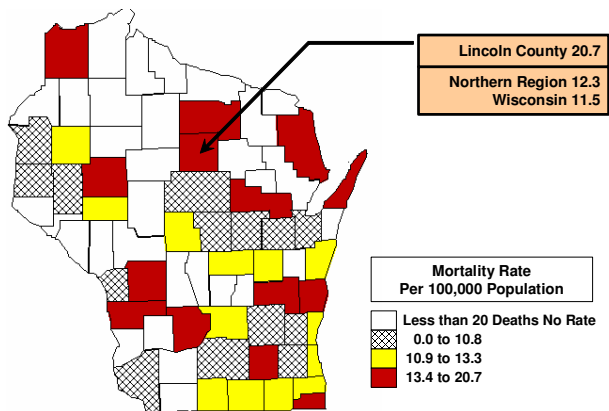
Health Priority: Intentional and Unintentional Injuries and Violence

Suicide in Lincoln County:

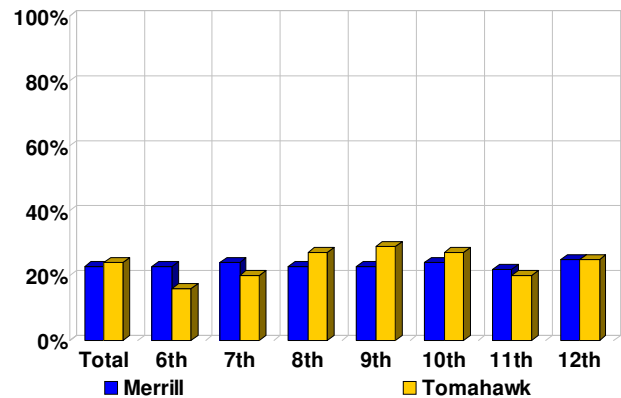
- During 2000-2004, 31 Lincoln County residents had suicide listed as the primary cause of death with a mortality rate of 20.7 per 100,000 population.
- Lincoln County has the highest mortality rate for suicide in Wisconsin.
- According to 2003 Wisconsin Youth Behavior Survey, 8% of 9-12th grade students in Lincoln County reported actually attempting suicide in the past 12 months.

2000-2004 Mortality Rates - Suicide

Wisconsin Interactive Statistics on Health



Percent of Youths Reporting Depression/Suicide by Grade Is frequently depressed and/or has attempted suicide.



Healthy People Lincoln County Vision:

Lincoln County residents will practice behaviors that ensure a safe environment.

Falls Among Older Adults

Intentional and Unintentional Injuries and Violence

Focus Area: Falls Among Older Adults

Primary Goal: Reduce the number of hospitalizations of Lincoln County adults age 65 and older due to falls.

Objective 1: By December 31, 2011, increase participation of Lincoln County older adults in programs that promote health and independence through improved balance, strength, and flexibility.

Outcomes:

By December 31, 2007

- Establish a baseline of the number of older adults participating in programs.
- Assess existing programs offered and the number of Lincoln County older adult participants.
- Develop a plan to address unmet needs, including establishment of additional sites.
- Review evidence-based programs, identify tool kits and evaluation tools, and adapt for Lincoln County.

By December 31, 2008

- Pilot programs in Lincoln County, including:
 - Recruit and train instructors.
 - Promote and communicate programs to the community.
 - Present programs in Merrill and Tomahawk.
 - Provide one-on-one information as appropriate.
 - Identify funding sources.

Objective 2: By December 31, 2011, a program targeting Lincoln County older adults on the appropriate use of medications will be presented five times.

Outcomes:

By December 31, 2007

- Assess existing programs offered in Lincoln County.
- Develop a plan to address unmet needs, including establishment of additional sites.
- Review evidence-based programs, identify tool kits and evaluation tools and adapt for Lincoln County.

By December 31, 2008

- Pilot programs in Lincoln County:
 - Promote and communicate programs to the community.
 - Present programs in Merrill and Tomahawk.
 - Provide one-on-one information as appropriate.
 - Identify funding sources.

Falls Among Older Adults Intentional and Unintentional Injuries and Violence

Objective 3: By December 31, 2011, a home safety assessment program targeting Lincoln County older adults and caregivers will be presented five times.

Outcomes:

By December 31, 2007

- Assess existing programs offered in Lincoln County.
- Develop a plan to address unmet needs, including establishment of additional sites.
- Review evidence-based programs, identify tool kits and evaluation tools, and adapt for Lincoln County.

By December 31, 2008

- Pilot the programs in Lincoln County, including:
 - Promote and communicate programs to the community.
 - Present programs in Merrill and Tomahawk.
 - Provide one-on-one information as appropriate.
 - Identify funding sources.
 - Include home assessment information in newsletters.
 - Educate the importance and encourage the use of walking devices such as canes and walkers.
 - Provide or encourage distribution and use of walking traction assistance in winter such as “Yak Trax”.
 - Assure programs include information on nutrition and fitness, the impact of chronic disease, and daily living activities.
 - Assure programs include information on the impact of nutrition, fitness, and chronic disease on the ability to live independently (and do activities of daily living).

Child Safety

Intentional and Unintentional Injuries and Violence

Focus Area 2: Child Safety

Primary Goal: Reduce the number of hospitalizations due to injuries to Lincoln County children and youth.

Objective 1: By **December 31, 2009**, establish a coalition that implements injury prevention programs targeting Lincoln County children and youth.

Outcomes:

By December 31, 2007:

- Identify community partners interested in injury prevention for Lincoln County children and youth.
- Assess potential coalition models.

By December 31, 2008:

- Develop a coalition plan.
- Convene partners to develop coalition mission and structure.
- Hold coalition meetings at least quarterly.
- Provide a media campaign for injury prevention.

Objective 2: By **December 31, 2011**, the Lincoln County Safety Coalition will assure ten initiatives promoting safe living for children are available for Lincoln County children and youth.

Outcomes:

By December 31, 2008:

- Assess existing programs including recreational safety programs (ATV, boat, hunter safety, snowmobile, etc.).
- Support and expand “Safety Day Camp”.

By December 31, 2009:

- Develop a plan to address unmet needs.
- Review evidence-based safety programs, identify tool kits and evaluation tools, and adapt for Lincoln County children and youth.

Suicide Prevention Intentional and Unintentional Injuries and Violence

Focus Area 3: Suicide Prevention and Awareness

Primary Goal: Reduce the number of suicide deaths to Lincoln County residents.

Objective 1: By December 31, 2011, integrate suicide prevention and awareness in all appropriate Lincoln County agencies and providers.

Outcomes:

By December 31, 2007:

- Assess existing programs and The Wisconsin Suicide Prevention Strategy.
- Convene partners.

By December 31, 2008:

- Develop a plan to address unmet needs, including:
 - Promote and communicate programs to the community.
 - Implement Question, Persuade and Refer (Q.P.R.) program.
 - Distribute crisis cards.
 - Recognize or support help-seeking behavior.
 - Implement strategies to reduce the stigma associated with being a consumer of mental health services.

By December 31, 2009:

- Establish and promote additional evidence-based programs and offerings for the following audience:
 - Lincoln County residents (recognizing age and gender)
 - Health care providers and other professionals such as schools

What You Can Do as an Individual or Family Member Intentional and Unintentional Injuries and Violence

The following are everyday things you can do to prevent injuries and improve your health and your family's health.

- Provide a safe home environment for elderly family members, friends, and neighbors by removing any slipping or falling hazards (i.e. rugs) or adding safety equipment (i.e. hand rails).
- Support and participate in exercise activities provided by local programs, find an exercising partner to exercise with, or exercise on your own.
- Use local resources, like the library, for exercise videos and how-to's for physical exercise.
- Assure elderly family members, friends, and neighbors are taking all their medication safely by not mixing interactive medications, knowing the side-affects of medication and by having them take all medications (prescribed, over-the-counter and herbal) to their doctor appointments.
- Support and participate in safety programs for children and youth.
- Be a role model for safety such as consistently wearing your seatbelt and bike helmet, and by safely participating in sporting, hunting, or other activities.
- Learn the warning signs of suicide.
- Implement Q.P.R. (Question the person about suicide, Persuade the person to get help and Refer for help).
- Become aware of suicide prevention programs in the community.

An annual report on how Healthy People Lincoln County is working towards preventing Intentional and Unintentional Injuries and Violence will be available to the community and the Lincoln County Board of Health.

Health Priority: Obesity, Inadequate Physical Activity and Adequate and Appropriate Nutrition

Background: People are considered Overweight or Obese based on their Body Mass Index (BMI), which is a ratio of weight to height and is correlated with body fat. A BMI greater than 25.0 is considered overweight; a BMI over 30.0 is considered obese. BMI is a better predictor of disease risk than body weight alone. **See Appendix B for a copy of the BMI chart.**

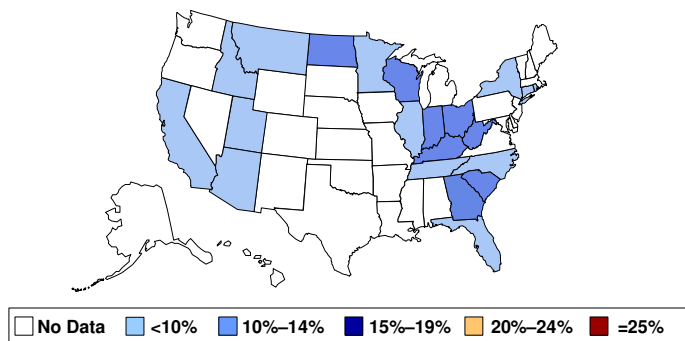
Regular physical activity throughout life is important for maintaining a healthy body, enhancing psychological well-being, and preventing premature death associated with being overweight. Overweight, obesity and the lack of physical activity have been causatively linked with breast cancer, stroke, diabetes and heart disease. Similarly, lack of adequate and appropriate nutrition is linked to many health concerns. The resulting hospitalizations and medical care costs have produced a great burden.

Adults:

About 60 million adults in the United States are now obese, which represents a doubling of the rate since 1980. The state of Wisconsin and Lincoln County are both consistent with this trend. There has never been an epidemic like this.

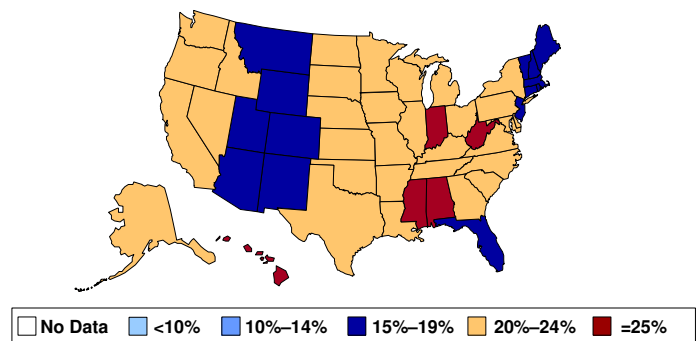
- During 2004, 30% of the adult population in the United States were obese.
- During 2003, 21% of Wisconsin adults are obese and 60% were overweight.
- During 2003, 18% of Lincoln County adults are obese and 63% were overweight.

1985 Obesity Trends* Among U.S. Adults



From BRFS: (*BMI ≥30, or ~ 30 lbs overweight for 5' 4" person)

2003 Obesity Trends* Among U.S. Adults



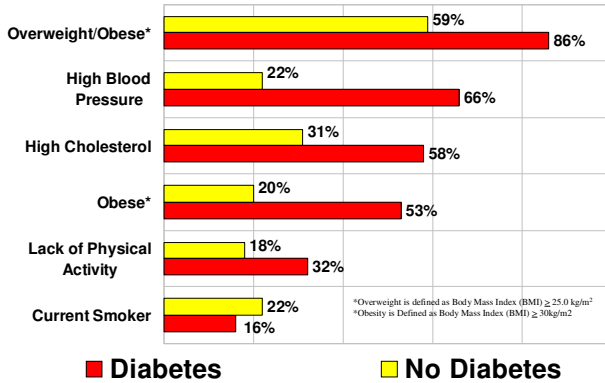
From BRFS: (*BMI ≥30, or ~ 30 lbs overweight for 5' 4" person)

- During 2003 to 2004, 16% to 86% of Wisconsin adults reported selected risk factors for diabetes.
- During 2003, 21% to 79% of Wisconsin residents reported selected risk factors for cardiovascular disease.
- During 2003, 18% to 79% of Lincoln County residents reported selected risk factors for cardiovascular disease.

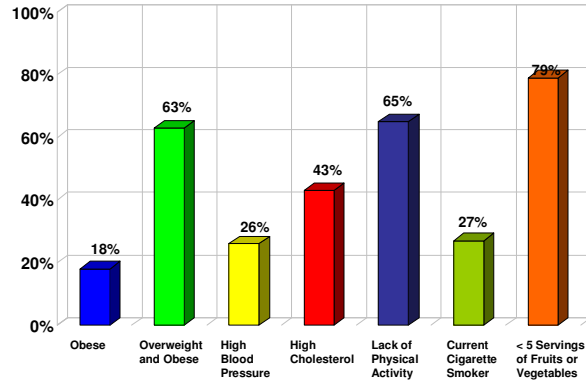
Health Priority: Obesity, Inadequate Physical Activity and Adequate and Appropriate Nutrition

**Percent of Wisconsin Adults with Risk Factors
by Diabetes Status**

2003-2004 Wisconsin Behavior Risk Factor Survey



**Percent of Wisconsin Adults with Selected Risk Factors for
Cardiovascular Diseases (2003 Wisconsin BRFSS)**



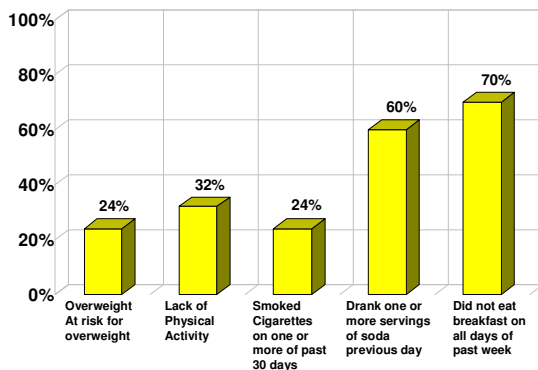
Children and Youth:

The statistics for adolescents and children who are overweight or at risk for overweight and other selected risk factors are also alarming. Not eating the Recommended Daily Allowance (RDA) of 5 servings of vegetables and fruits, and 3 servings of milk, cheese or yogurt, as well as missing breakfast are significant concerns affecting the appropriate nutrition for our children and youth.

- According to 2003 Youth Risk Behavior Survey, 24% to 70% of Wisconsin youth (grades 9 through 12) reported selected risk factors for diabetes.
- During 2003 and 2004, 15% of Tomahawk students and 11% of Merrill students (grades 6 through 12), respectively, reported eating disorders.

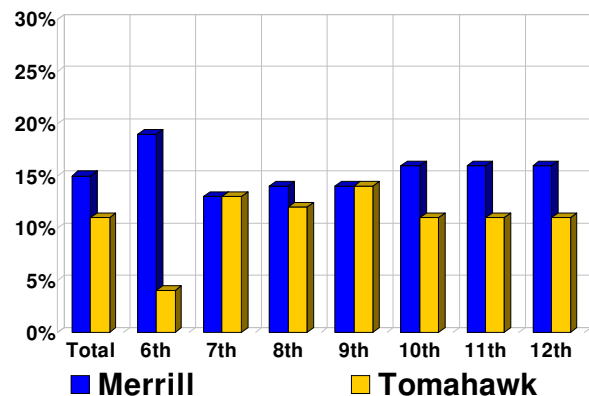
**Percent of Wisconsin Adolescents (Grades 9-12)
With Selected Risk Factors for Diabetes**

Wisconsin 2003 Youth Risk Behavior Survey



Percent of Youths Reporting Eating Disorder by Grade

Has engaged in bulimic or anorexic behavior.
Developmental Asset Survey Merrill Schools, 2004 Tomahawk Schools 2003



Healthy People Lincoln County Vision:

Lincoln County residents will lead healthy lifestyles by making healthier food choices, increasing their physical activity and working to achieve and maintain a healthy weight.

Healthy Lifestyles
Obesity, Inadequate Physical Activity and
Adequate and Appropriate Nutrition

Focus Area: Healthy Lifestyles

Primary Goal: Lincoln County children, youth, adults and older adults will adopt healthy lifestyle behaviors.

Objective 1: By **December 31, 2011**, increase the number of Lincoln County worksites employing at least 50 employees that actively support annual employee participation in healthy lifestyle events.

Outcomes:

By December 31, 2007

- Assess worksite food vending machines for nutritious options.
- Assess worksite health insurance coverage for healthy lifestyle incentives.
- Assess existing programs offered.
- Establish a baseline of the number of worksites that support physical activity options for employees.

By December 31, 2009

- Develop a plan to address unmet needs.
- Review evidence-based programs, identify tool kits and evaluation tools, and adapt for Lincoln County.

By December 31, 2010

- Promote evidence-based programs to businesses and industries.

By December 31, 2011

- Support agencies that encourage insurance incentives for healthy lifestyles by educating employers on the cost-benefits in supporting healthy lifestyles.
- Publicly recognize worksites that actively support annual employee participation in lifestyle events.

Objective 2: By **December 31, 2011**, increase the number of community and school events in Lincoln County that incorporate healthy lifestyle activities.

Outcomes:

By December 31, 2007

- Support and promote existing agencies that enhance Lincoln County residents' ability to lead healthy lifestyles by making healthier food choices, increasing their physical activity, and working to achieve and maintain a healthy weight.
- Assess healthy food options at community and school events.

Healthy Lifestyles Obesity, Inadequate Physical Activity and Adequate and Appropriate Nutrition

- Establish a baseline of the number of community and school events that incorporate healthy lifestyle activities.

By December 31, 2009

- Develop a plan to address unmet needs.
- Review evidence-based programs, identify tool kits and evaluation tools, and adapt for Lincoln County.

By December 31, 2011

- Promote evidence-based programs to community and school event sponsors.
- Publicly recognize sponsors of events that actively support healthy lifestyle events.

Objective 3:

By December 31, 2011, at least 20 Lincoln County food service establishments (including full service restaurants, retail food stores, delicatessens, employee cafeterias) will identify and offer healthy food choices on their menus.

Outcomes:

By December 31, 2007

- Assess healthy food options at Lincoln County food service establishments.
- Establish a baseline of the number of food service establishments that provide healthy food options.

By December 31, 2009

- Conduct a media and point of purchase campaign on healthy food options including label reading, portion size, and healthier options of favorite foods.
- Review evidence-based programs, identify tool kits and evaluation tools, and adapt for Lincoln County.

By December 31, 2010

- Promote evidence-based programs to food service establishments.
- Publicly recognize establishments that actively support healthy lifestyles.

What You can Do as an Individual or Family Member Obesity, Inadequate Physical Activity and Adequate and Appropriate Nutrition

The following are everyday things you can do to adopt a health lifestyle for you and your family.

- Maintain a positive attitude to become more physically active. Children and adolescents need 60 minutes per day moderate physical activity, and adults need 30 minutes per day. Exercise in blocks of 10 to 15 minutes also has its benefits. Take the stairs or park farther away to walk to your destination.
- Exercise as a family, if possible. Get everyone's ideas of fun ways to be active together. A variety of activities can be something to look forward to.
- Balance food intake with physical activity. Educate yourself on BMI measurement and caloric requirements, and try to tailor your diet to your needs.
- Make healthy, balanced food choices. Include 5 servings of fruits or vegetables in your daily diet, as well as appropriate servings of milk, cheese or yogurt, whole grains, and protein sources.
- Read food labels and become familiar with appropriate portion sizes.
- Decrease the frequency of eating fast foods.
- Children and youth should choose milk with every meal, if possible, and everyone should limit soda and sugared-drink consumption.
- Limit the number of hours using media daily. This includes watching TV, video games, and computer activities.
- Parents can help to manage their children's weight and health through healthy lifestyle modeling, and skill-building in the areas of parenting, meal-planning and behavior management.
- To help prevent eating disorders, be a model of healthy self-esteem and body image. Recognize that others pay attention and learn from the way you talk about yourself and your body. Choose to talk about yourself with respect and appreciation.
- If you are worried about a friend's eating behaviors or attitudes, express your concerns in a loving and supportive way, and discuss your worries early on, rather than waiting until your friend has endured many of the damaging physical and emotional effects of eating disorders.
- Help people with food resource availability issues by connecting those who have difficulty stretching their income to meet their daily needs with a variety of community resources that exist to help them, such as financial education through the UW-Extension, and use of local food pantries.

An annual report on how Healthy People Lincoln County is working towards preventing Overweight, Obesity & Lack of Physical Activity; Adequate and Appropriate Nutrition will be available to the community and the Lincoln County Board of Health.

Health Priority:

Alcohol and Other Substance Use and Addiction

Background: Inappropriate Use and Abuse of alcohol and other drugs is a significant health, social, public safety and economic burden. It is associated with many societal problems and health conditions such as suicide, homicide, accidental injury, child abuse, delinquency, infectious diseases, teen pregnancy, diabetes, hypertension, stroke, certain cancers, and family dysfunction and break ups.

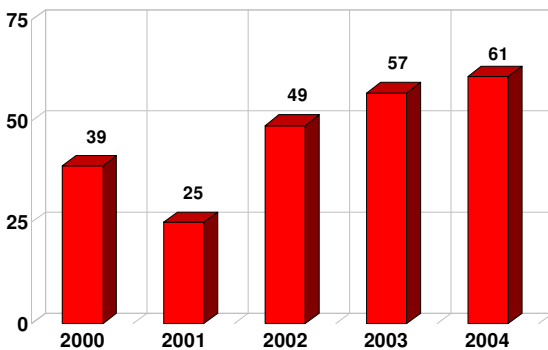
There is a lack of specific drug data, especially for prescription drug abuse in children and youth.

What is known for Lincoln County is the following:

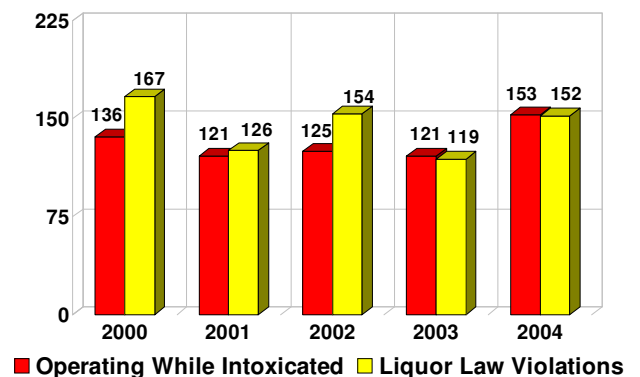
Alcohol related data among Lincoln County adults:

- During 2000-2004, there was an annual average of 143.6 arrests for liquor law violations among Lincoln County residents.
- During 2000-2004, there was an annual average of 131.2 arrests for operating while intoxicated.
- During 2000-2004, there was an annual average of 46.2 alcohol-related motor vehicle injuries.
- During 2002, 36% of males and 14% of females in Wisconsin reported that they had 5 or more drinks on one occasion, in the last 30 days.

Alcohol-Related Motor Vehicle Injuries in Lincoln County



Select Alcohol-Related Crimes
Number of Adult Arrests in Lincoln County
Wisconsin Department of Transportation



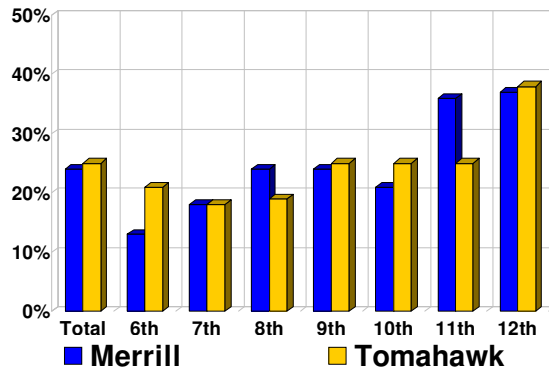
Alcohol related data among Lincoln County youth:

- During 2000-2004, there was an average of 92.8 arrests for liquor law violations among Lincoln County residents.
- During 2003-2004, 24 - 25% of Lincoln County students in 6th-12th grade reported that they had alcohol to drink in the last 30 days. Among the 12th grade students, 37-38% reported that they had alcohol to drink in the last 30 days.

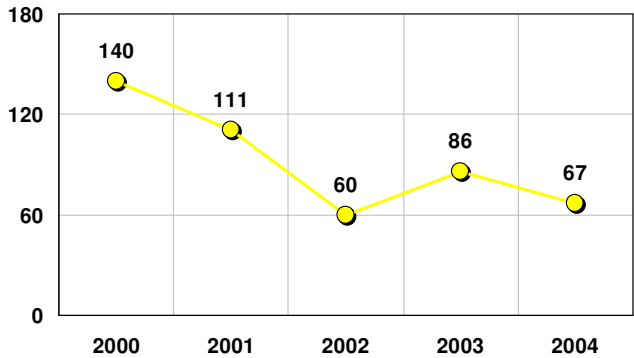
Health Priority: Alcohol and Other Substance Use and Addiction

Percent of Youths Reporting Driving and Alcohol by Grade
Has driven after drinking or ridden with a drinking driver three or more times in the last 12 months.

Developmental Asset Survey Merrill Schools, 2004 Tomahawk Schools 2003



Juvenile Arrests for Liquor Law Violations in Lincoln County
Wisconsin Department of Transportation



Healthy People Lincoln County Vision:

Individuals and families in Lincoln County will have increased awareness of the impact of the use and abuse of alcohol and other drugs as well as available community resources to address their impact.

Adult

Alcohol and Other Substance Use and Addiction

Focus Area: Adult alcohol and other drug use and abuse.

Primary Goal: Lincoln County adults will demonstrate responsible use of alcohol and not abuse other drugs.

Objective 1: By December 31, 2011, there will be a decrease in the number of adult Operating While Intoxicated (OWI) arrests.

Outcomes:

By December 31, 2008

- Collaborate with interested organizations to develop programs such as “Safe Ride Home”, and “Designated Driver” in Lincoln County.
- Convene partners and develop programs that reduce adult OWI.
- Promote and implement the programs in Lincoln County.

By December 31, 2009

- Establish a media campaign to inform adults about the safe use of alcohol.
- Assess/inventory existing media messages.
- Convene partners and develop a media campaign targeting responsible use of alcohol.

By December 31, 2010

- Convene partners to strengthen alcohol abuse awareness in responsible server education programs.
- Develop educational materials, including specialized materials for operators that were not required to attend a responsible server training course due to grandfathering policies.
- Target establishments to increase the number of licensed bartenders available to serve alcoholic beverages.

By December 31, 2011

- Assess barriers to AODA treatment for adults in Lincoln County, and report to partners and policy makers on what the barriers are with recommendations for system change to overcome these barriers.

Objective 2: By December 31, 2011, increase the number of community events with adult participants that incorporate strategies to promote responsible use of alcohol or are alcohol-free.

Outcomes:

By December 31, 2008

- Establish a baseline of the number of community events with adult

Adult

Alcohol and Other Substance Use and Addiction

participants: large events (Harley Ride, Lincoln County Fair); fund-raisers (church, fire, civic); and recreational leagues.

- Inventory existing policies for alcohol controls at Lincoln County community events.
- Develop a plan to improve responsible use of alcohol and/or alcohol-free Lincoln County community events.
- Review evidence-based programs; identify tool kits and evaluation tools; and adapt for Lincoln County.

By December 31, 2009

- Partner with local media, potential sponsors, and community event organizers to develop and promote responsible use of alcohol and alcohol-free programs at Lincoln County community events.

Youth

Alcohol and Other Substance Use and Addiction

Focus Area 2: Youth Alcohol and Other Drug use

Primary Goal: Reduce use and abuse of alcohol and other drugs by Lincoln County youth.

Objective 1: By December 31, 2011, increase the number of youth who choose alcohol and drug -free lifestyles.

Outcomes:

By December 31 2007

- Establish a baseline of the number of youth:
 - Who use drugs and alcohol
 - Who rode with someone who is under the influence of drugs and/or alcohol
 - Who were arrested for OWI
 - Who were arrested for liquor law violations.

By December 31, 2008

- Convene partners and develop a plan to address unmet youth needs.
- Convene partners, (SADD, MADD, AODA, school counselors, law enforcement).
- Assess/inventory existing alcohol and drug free programs aimed at Lincoln County youth.
- Support and coordinate with Lincoln County Drug Free Coalition.

By December 31, 2009

- Develop and promote alcohol and drug free programs aimed at Lincoln County youth.
- Coordinate with the Lincoln County Drug Free Coalition, develop and distribute media campaigns (i.e. “Parents: The Anti Drug).
- Partner with local media, potential sponsors, and community event organizers.
- Develop educational materials targeting ways adults can appropriately “model behavior”.

By December 31 2010

- Partner with Lincoln County schools to develop and promote educational campaigns on appropriate use and handling of prescription drugs.

By December 31, 2011

- Assess barriers to AODA treatment for youths in Lincoln County, and report to partners and policy makers on what the barriers are with recommendations for system change to overcome these barriers.

What You Can Do as a Individual or Family Member Alcohol and Other Substance Use and Addiction

The following are everyday things you and your family can do to encourage and demonstrate responsible use of alcohol and other drugs.

- Don't drink and drive, and encourage others to do the same.
- Have a designated driver.
- Keep all prescription and over the counter drugs in a secure location.
- Safely discard unused prescription drugs that are not being used.
- Be a positive role model for your children.
- Know where your children are and who they are with.
- Talk to your children about peer pressure.
- Know where to get help if you need it.
- Promote alcohol-free family activities.
- Do not supply alcohol to minors.
- Use prescription drugs appropriately. Do not sell or share them
- Promote responsible alcohol-related advertising at convenience, liquor and grocery stores.

An annual report on how Healthy People Lincoln County is working towards preventing Alcohol and Other Substance Use and Addiction will be available to the community and the Lincoln County Board of Health.

Other Healthiest Wisconsin 2010 Priorities

Even though the remaining six health priorities were not selected as priorities for this plan by the committee, they will continue to have an effect on the health of the citizens and communities in Lincoln County. All priorities influence both health and illness and each have a role in behavioral, environmental, and social aspects. Healthy People Lincoln County has addressed the following six priorities in the creation of this plan and would like to briefly share the importance of each. Continued community efforts addressing these priorities are vital. They need support and growth to assure the continued improvement in the health of our citizens in our county.

Health Priority: Access to Primary and Preventive Health Services

Access means that primary and preventive health care services are available and organized in a way that makes sense to individuals and families. Access means that people have the resources, both financial and non-financial, needed to obtain and use available services. Accessible health care includes an infrastructure supporting a range of health services with the capacity to reach diverse people and adapt to the specific access issues that differ in communities.

As noted, more effort is needed in communicating accessible health services currently provided by medical and dental providers and organizations for residents of Lincoln County in order to increase utilization of these services. Community organizations need to continually recognize the need for equal access to health services by all. In order to succeed, access to primary and preventive health services needs to be a priority among organizations and partners.

Health Priority: Environmental and Occupational Health Hazards

This includes exposure to toxic substances, noise, vibration, and other hazardous agents in the environment or the workplace that can create or aggravate health conditions.

As discussed during the CHIP's process, the importance of partnering with providers and organizations to ensure that all children 1 and 2 years of age are tested for elevated blood lead poisoning was recognized. Lincoln County Health Department does environmental follow-up to all households with children who have blood leads greater than or equal to 10 ug/dl. It was also noted the elevated radon levels among homes in the southern part of Lincoln County were up to 20% above normal. Lincoln County Health Department does provide radon testing kits to the public and will be working towards implementing a radon prevention campaign in 2007.

As of January 1, of 2006 the Lincoln County Health Department became an agent for the State of Wisconsin for the Food, Lodging, Recreational, and Safety Licensing Program. County staff are responsible for managing programs that enforce applicable statutes and administrative codes for the inspection and licensure of restaurants, hotels/motels, resorts, bed and breakfast establishments, public swimming pools, (including water park attractions), campgrounds, recreational and educational camps, and tattoo and body piercing establishments operating in Lincoln County.

Health Priority: Existing, Emerging, and Re-emerging Communicable Diseases

Emerging communicable diseases may result from changes in, or evolution of, existing organisms or diseases that are known to occur in one setting and may spread to new geographic areas or human populations. Previously unrecognized infections may appear in persons living or working in areas undergoing ecological changes (e.g., deforestation) that increase human exposure to insects, animals, or environmental sources that may harbor new or unusual infectious

agents (Morse, 1995). Communicable diseases re-emerge by developing antimicrobial resistance (e.g., gonorrhea, pneumococci) or when the public health measures that originally brought them under control are reduced or eliminated (e.g., tuberculosis, pertussis) (Institute of Medicine, 1992).

It was noted by the CHIP Steering Committee the importance of all providers following the standard of care for individuals who have a communicable disease including testing, diagnosis, treatment, case studies, and follow-up. In 2006, Lincoln County Health Department has developed a medical provider packet to clarify the roles of medical providers and the Lincoln County Health Department when addressing communicable diseases. Continued efforts are being made to ensure all children are immunized in Lincoln County.

Health Priority: High-Risk Sexual Behavior

High risk sexual behaviors are actions, including unprotected sex, that make someone more susceptible to infections or diseases, or that result in unintended pregnancy.

The CHIP Steering Committee recognized the increase in sexual activity among youth in Lincoln County and the need to partner with local organization to address this issue.

Health Priority: Mental Health and Mental Disorders

Mental health is inextricably linked with physical health and is fundamental to good health and human functioning.

Mental health is a state of successful performance of mental function, resulting in productive activities, fulfilling relationships with other people, and the ability to adapt to change and to cope with adversity. Mental health is indispensable to personal well-being, family and interpersonal relationships, and meaningful contribution to community and society.

Mental illness is the term that refers collectively to all diagnosable mental disorders. *Mental disorders* are health conditions that are characterized by alterations in thinking, mood, or behavior, or some combination thereof, which are associated with distress and impaired functioning and result in human problems that may include disability, pain, or death (U.S. Department of Health and Human Services, 1999).

For Lincoln County residents to have overall wellness there needs to be adequate, affordable, and comprehensive mental health services and the barriers of “stigma” need to be eliminated. Mental health post screening, treatment, and follow-through by clientele were specifically identified as an ongoing need. Mental health is linked to achieving many other health priorities.

Health Priority: Tobacco Use and Exposure

Tobacco use and exposure is the active or passive introduction into the human body of toxins found in tobacco products. Tobacco use and exposure is a complex web of social influences, physiological addiction, and marketing and promotion of tobacco products. Effective tobacco prevention and control efforts reduce youth initiation, promote cessation, eliminate environmental tobacco smoke, and address the disparate impact of tobacco on various populations. Comprehensive efforts include counter-marketing, community interventions, legislation and policy change, and evaluation and monitoring.

Other Healthiest Wisconsin 2010 Priorities

Since 2001 the Lincoln County partners Against Tobacco Coalition (LCPAT) has been informing citizens, communities, and policy makers on the health effects of tobacco and the dangers of second hand smoke. LCPAT has developed a multi-year action plan for 2007-2009 including the following priority areas: reduce exposure to secondhand smoke, reduce youth tobacco use, and increase the number of tobacco users that quit and stay quit. In order for these priorities to succeed, collaboration and partnership must take place among businesses, organizations, medical providers, and individuals.

To find out more about Healthy People Lincoln County as well as the Healthiest Wisconsin 2010, please go to the Lincoln County web site at: www.co.lincoln.wi.us.

Appendix A

Community Health Improvement Plan Public Health Opinion Survey Summary of Results

The Lincoln County Health Department surveyed cross-sectional groups of Lincoln County residents during fall of 2005. The survey results were used to help identify the health priorities for this plan. The summary of the results are as follows:

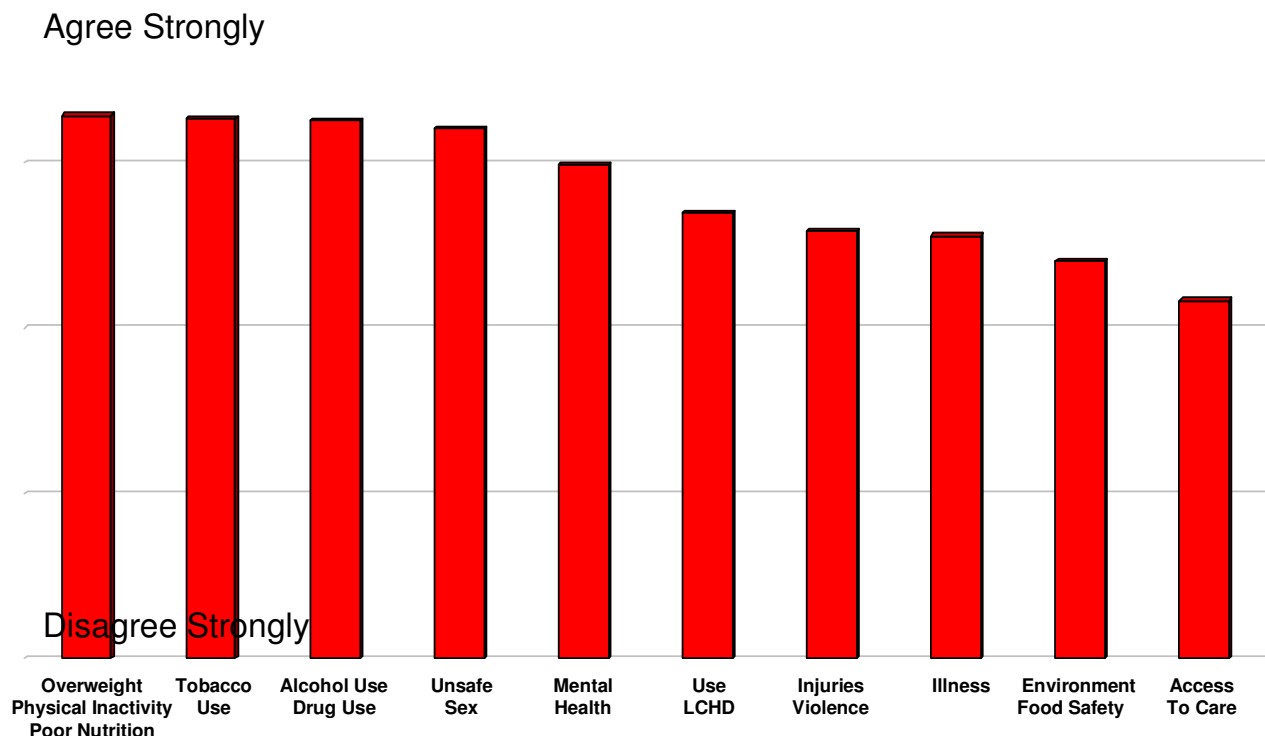
629 residents were surveyed:

Gender:	Female	Male	No Response
Percent of Respondents	61.8%	35.9%	2.2%

Age:	< 19 years of age	19-29 years of age	30-49 years of age	50-64 years of age	65-74 years of age	75 + years of age	No Response
Percent of Respondents	4.3%	10.5%	42.3%	29.2%	4.8%	7.8%	1.1%

Residence:	Merrill	Tomahawk	Pine River	Bradley	Scott	Other Communities	No Response
Percent of Respondents	49.8%	17.2%	3.8%	3.7%	3.2%	15.7%	6.7%

2005 Lincoln County Opinion Survey Results on Health Issues in the County



Appendix A

Community Health Improvement Plan Public Health Opinion Survey

The Lincoln County Community Health Improvement Plan Development Committee is interested in your opinion of how these health issues affect people who live in our county. We plan to address the top concerns by implementing services that will fit the county's needs. Please circle the number that shows how you feel about each of the statements below. Please do not fill out this survey if you have previously completed it.

People in Lincoln County:	Disagree Strongly	Disagree Somewhat	Agree Somewhat	Agree Strongly	Don't Know
are not able to get health care when they need it.	1	2	3	4	DK
drink beer and other alcohol more than they should.	1	2	3	4	DK
are affected by drug use or abuse.	1	2	3	4	DK
don't eat enough healthy foods.	1	2	3	4	DK
use too much tobacco. (Tobacco means cigarettes, cigars, chew, and snuff.)	1	2	3	4	DK
are overweight.	1	2	3	4	DK
don't exercise enough.	1	2	3	4	DK
miss too much school, work, or other activities due to the flu, pneumonia, or other illnesses.	1	2	3	4	DK
are concerned about exposure to harmful substances in the air, water and soil.	1	2	3	4	DK
are concerned about a lack of food safety at restaurants, public places and events.	1	2	3	4	DK
experience violence. (This means crimes like domestic abuse and murder.)	1	2	3	4	DK
get hurt a lot. (This means accidents including cars, boats and snowmobiles, falls and burns.)	1	2	3	4	DK
don't practice safe-sex. (This means having many partners and not using protection.)	1	2	3	4	DK
have a lot of depression, emotional disturbances and mental health issues.	1	2	3	4	DK
utilize public health services available through the Lincoln County Health Dept.	1	2	3	4	DK

Appendix A

Community Health Improvement Plan Public Health Opinion Survey

Out of these top 10 health priorities identified by the state of Wisconsin, please circle the three health concerns that are most important to you.

Access to health care	Communicable disease (ex. tuberculosis, measles, whooping cough)
Drug and alcohol abuse	Environmental hazards (ex. lead, radon, asbestos, water testing)
Nutrition	Injuries
Tobacco use and exposure	Risky sexual behavior
Obesity/Lack of physical activity	Mental health

Comments:

My age is:

_____ under 19 years	_____ 30-49 years	_____ 65-74 years
_____ 19-29 years	_____ 50-64 years	_____ over 74 years

I am:

_____ Female

_____ Male

I live in _____.

city, town, or village

Thank You!

Body Mass Index (BMI) Chart for Adults

To use this table, find the appropriate height in the left-hand column. Move across to a given weight. The number at the top of the column is the BMI at the height and weight. Pounds have been rounded off.

Height	Weight (In Pounds)																			
4'10"	91	96	100	105	110	115	119	124	129	134	138	143	148	153	158	162	167	172	177	181
4'11"	94	99	104	109	114	119	124	128	133	138	143	148	153	158	163	168	173	178	183	188
5'0"	97	102	107	112	118	123	128	133	138	143	148	153	158	163	168	174	179	184	189	194
5'1"	100	106	111	116	122	127	132	137	143	148	153	158	164	169	174	180	185	190	195	201
5'2"	104	109	115	120	126	131	136	142	147	153	158	164	169	175	180	186	191	196	202	207
5'3"	107	113	118	124	130	135	141	146	152	158	163	169	175	180	186	191	197	203	208	214
5'4"	110	116	122	128	134	140	145	151	157	163	169	174	180	186	192	197	204	209	215	221
5'5"	114	120	126	132	138	144	150	156	162	168	174	180	186	192	198	204	210	216	222	228
5'6"	118	124	130	136	142	148	155	161	167	173	179	186	192	198	204	210	216	223	229	235
5'7"	121	127	134	140	146	153	159	166	172	178	185	191	198	204	211	217	223	230	236	242
5'8"	125	131	138	144	151	158	164	171	177	184	190	197	203	210	216	223	230	236	243	249
5'9"	128	135	142	149	155	162	169	176	182	189	196	203	209	216	223	230	236	248	250	257
5'10"	132	139	146	153	160	167	174	181	188	195	202	209	216	222	229	236	243	250	257	264
5'11"	136	143	150	157	165	172	179	186	193	200	208	215	222	229	236	243	250	257	265	272
6'0"	140	147	154	162	169	177	184	191	199	206	213	221	228	235	242	250	258	265	272	279
6'1"	144	151	159	166	174	182	189	197	204	212	219	227	235	242	250	257	265	272	280	288
6'2"	148	155	163	171	179	186	194	202	210	218	225	233	241	249	256	264	272	280	287	295
6'3"	152	160	168	176	184	192	200	208	216	224	232	240	248	256	264	272	279	287	295	303
6'4"	156	164	172	180	189	197	205	213	221	230	238	246	254	263	271	279	287	295	304	312
BMI	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38

Legend

Underweight:	Less than 18.5
Normal:	18.5 – 24.9
Overweight:	25 – 29.9
Obese:	More than 30

To calculate an adult BMI outside the range of the above chart, use one of the following formulas:

- weight in pounds ÷ height in inches ÷ 703 = BMI
- weight in kilograms ÷ height in meters ÷ height in meters = BMI

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**Lincoln County
Health Department**
607 North Sales Street
Merrill, WI 54452
www.co.lincoln.wi.us